

SMART INDIA HACKATHON 2026

Problem Statement ID – SIH26197

Problem Statement Title – STUDENT
INNOVATION-IDEAS THAT SHOWCASE THE RICH
CULTURAL HERITAGE AND TRADITIONS OF INDIA

Theme – HERITAGE AND CULTURE

PS Category – SOFTWARE

Team ID – 175009

Team Name – ZIWORA



**SMART INDIA
HACKATHON
2026**

2 DETAILED EXPLANATION

1

SEAL

Each certified product carries a Ziwora seal or QR code confirming it was made by the named artisan using the original, traditional process.

2

SOURCE

Brands source directly from artisans and use Ziwora certification to prove authenticity to their customers. Artisans can also sell directly with the same assurance.

3

SCAN

A single scan reveals the artisan's profile, location, language, years of experience and the heritage of the art form.

1 PROPOSED SOLUTION

An authenticity certification that verifies an artwork or craft product is genuine and traces it directly to the Indian artist or artisan who made it.

3 HOW IT ADDRESSES THE PROBLEM



Real vs Fake

Helps buyers tell genuine heritage products apart from imitations, building awareness and trust in the market.



Recognition

Gives artisans the visibility and credit they deserve, turning authentic work into lasting recognition.

You can check the prototype of our LIVE website
www.ziwora.in

4 INNOVATION & UNIQUENESS

Ziwora is unique because it combines cultural-art verification with detailed heritage documentation in one platform. Instead of providing only a certificate or marketplace listing, it verifies the maker, origin, materials and technique, then preserves the complete story of the artwork for buyers, brands and future generations.



Technologies to be Used

 **Web Pages**

HTML, CSS & JavaScript for the form, dashboard and story page.

MySQL / Firebase stores artist, craft, product and certificate records.

Database

 **PDF + QR**

Certificate PDF with a unique ID and a QR code that opens the story page.

01

TECHNICAL & OPERATIONAL FEASIBILITY

- Simple, proven web tools: HTML, CSS, JavaScript
- MySQL / Firebase, PDF certificates and QR codes
- No AI or special hardware needed
- Artisans, experts and craft councils verify products

03

POTENTIAL CHALLENGES & RISKS

- 1 QR codes copied onto fake products
- 2 False artisan or process details
- 3 Verifiers colluding with sellers
- 4 Brands unwilling to pay

02

MARKET & ADOPTION

- Brands, exporters, museums and retailers pay
- Pay per product, per batch or yearly
- Artisans join free of cost
- Starts with one craft cluster, then expands

04

STRATEGIES TO OVERCOME

- 1 Unique serial QR with scan alerts
- 2 Photo, invoice and artisan evidence checks
- 3 Multiple validators and random audits
- 4 Prove value with early brand partners



AWARENESS & TRUST

Educates buyers about fake vs. real art and builds trust between artists and consumers.

DOCUMENTATION

Records the process and method behind each craft, keeping the artisan's identity alive.

ARTISAN RECOGNITION

Gives the artisan the recognition he truly deserves.

STANDARDIZATION

Sets a high bar for original and authentic art in the market.



FUTURE SCOPE



NATIONAL CRAFT REGISTRY

Expand to a pan-India database of verified artisans and crafts.



INSTITUTIONAL PARTNERSHIPS

Collaborate with government bodies, craft councils and cultural institutions.



BRAND & EXPORTER INTEGRATION

Adoption by brands, exporters, museums, retailers and hotels.

INDIAN FINE ART MARKET ESTIMATED SHARE OF FAKE ART (BY VALUE)

7-10%



₹80– 100 Cr

Estimated fake art

₹1,000–1,200 Cr

Estimated Indian art market



No reliable national statistic measures the percentage of Indian consumers who buy fake artworks believing they are genuine.

01

PROBLEM RESEARCH



- India has no reliable national count of fake artworks.
- Authentication depends heavily on provenance and expert verification.

02

MARKET RESEARCH



- Fake art estimated at **7–10% by value** (~₹80–100 Cr in a ₹1,000–1,200 Cr market).
- Forgery concerns are rising as Indian art values increase.

03

TARGET AUDIENCE



- Craft brands & exporters — credible provenance.
- Museums & heritage institutions — traceable records.
- Luxury retailers, hotels & collectors — sourcing confidence.